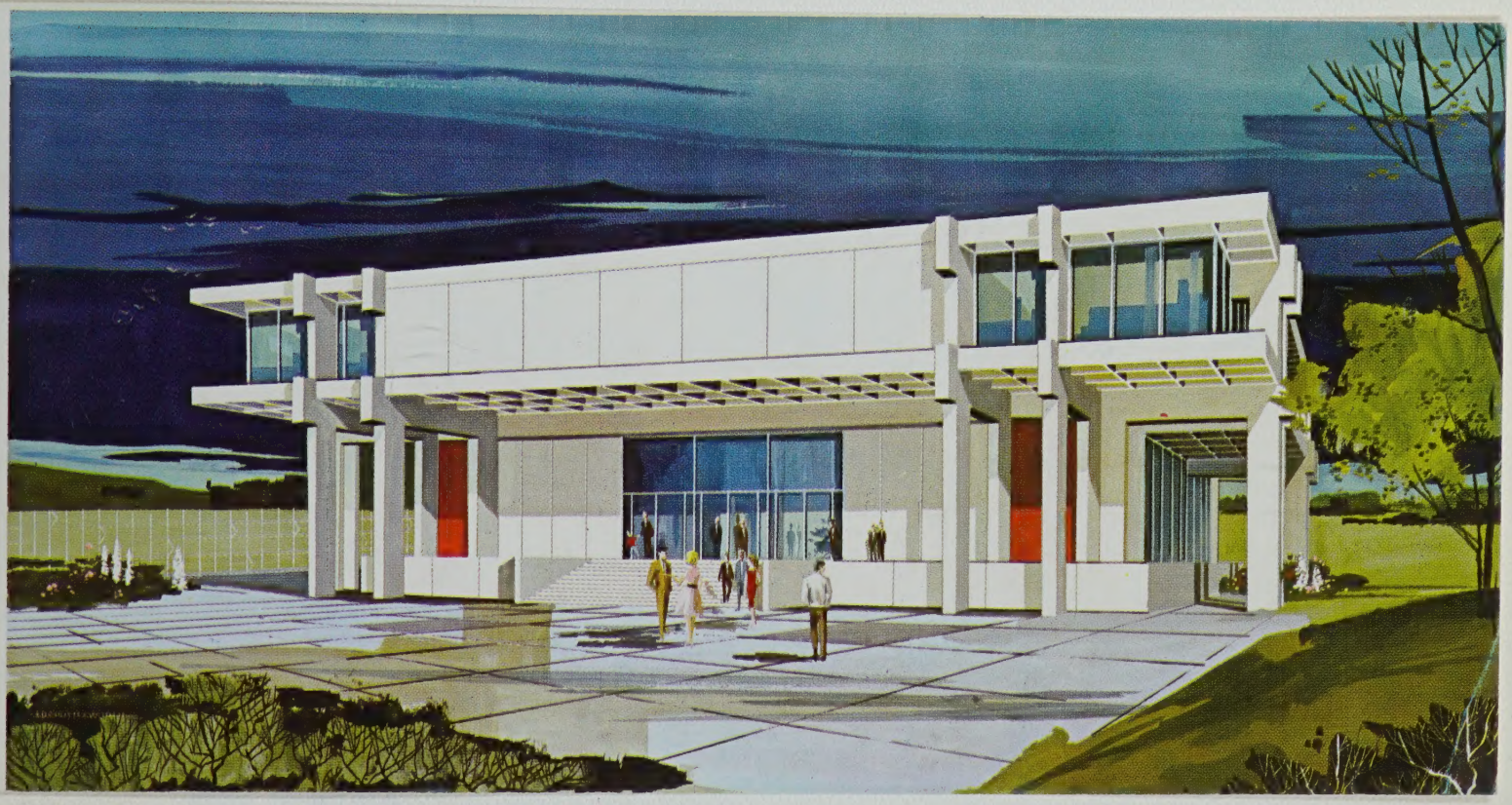
Brief To The NORTH COMMISSION ON EDUCATIONAL PLANNING



City Hall, RED DEER.

From:

THE CITIZENS OF RED DEER AND DISTRICT.

Brief To The

NORTH COMMISSION ON EDUCATIONAL PLANNING

City Hall, RED DEER.

From:

THE CITIZENS OF
RED DEER AND
DISTRICT.

OFFICE OF THE MAYOR

RED DEER, Alberta

December 22nd, 1970

Commission on Educational Planning
400, 11010 -142nd Street
EDMONTON.50, Alberta

Dear Sirs:

It is my pleasure to submit herewith, the views of our Citizens Committee on the subject of post secondary education for the Red Deer region.

The brief itself is short and we have enclosed for easy reference, a copy of the submission of the Red Deer Public School Board to your Commission and the joint brief by the City of Red Deer and the Red Deer Chamber of Commerce to the Hon. R. C. Clark in respect of the establishment of a University here.

Our prime concern is, of course, to ensure for both the young people and adults of Central Alberta, comparable educational opportunities with those Albertans living in Edmonton and Calgary regions.

We are, however, also concerned about the trends to centralization and the philosophy of "economy of scale". We wish to express serious doubts as to whether sufficient attention is given to the "costs of size" in both social and economic terms. We therefore submit that decentralization of educational and other facilities wherever possible, is a worthwhile objective in itself.

We anticipate that in the near future you will receive indications of support for our submission by many organizations from the City of Red Deer and the Central Alberta Region.

Thank you for the opportunity to present our views.

Yours truly,

R. E. BARRETT,
Mayor

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COMMITTEE & SUB-COMMITTEE MEMBERS

Alderman R. McGregor
Chairman

Mayor R.E. Barrett

Alderman Mrs. M. Parsons

Alderman Mrs. A. Parkinson, Rep. No. 9 (Red Deer) Health Unit

Mr. G.H. Dawe, Superintendent, Red Deer School District #104

Dr. R.C. Cooper, Trustee, Red Deer Public School Board

Mr. T. Smiley, Trustee, Red Deer Separate School Board

Mrs. R.V. McCullough, Rep. Red Deer Exhibition Assoc.

Superintendent, Red Deer Separate School Board

Mr. B. Provost, Rep. Alberta Teachers' Assoc. Local #60

Mr. B. Levasseur, Rep. Alberta Teachers'Association Local #60

Mrs. I. Churchill, Rep. Red Deer County No. 23

Mr. Denis Moffat, Rep. Red Deer Recreation Board

Mr. P. Hanson, Past President, Red Deer Chamber of Commerce

Mr. R. Cundy, Director of Red Deer Regional Planning Commission

Mr. L. Zoakipny, Representative, Red Deer College Student Body

Mrs. Hugh McLevin (Jr.) Rep. Red Deer Kindergarten Society

Mr. W.R. Mitchell, Rep. Central Alta. Chartered Accountants Assoc.

Mr. J.D. Murphy, Rep. Central Alberta Dental Society

C O N T E N T S

A Brief to the Worth Commission
on Educational Planning

Presented by a committee of citizens of Red Deer and District to urge the expansion of facilities for higher education outside the two major cities of Alberta.

The committee's position is based essentially on two generalizations:

(1) That the goal of equality of educational opportunity will not be reached in Alberta without the decentralization of full university, technical, and vocational programs outside the two major cities of the Province,

(2) That the Province should establish in Central Alberta a unique institution among its post-secondary institutions, that is, an "open" university with programs of conventional transfer courses to the degree level in selected faculties and with technical training at least equal to that of the Alberta Institutes in selected technologies.

Arguments based on the educational advantages of decentralization of post-secondary education have already been presented to the Commission on Educational Planning by the Red Deer Public School District. The City of Red Deer, the Red Deer College, the Public School Board and the Red Deer Chamber of Commerce presented to the Honourable R.C. Clark, Minister of Education, a brief asking for a university in Red Deer. Both briefs contain various statistical evidence and other arguments for decentralization of higher education. For the convenience of the Commission copies of the briefs accompany this submission.

The committee believes that the major arguments in support of decentralization can be summarized as follows:

(1) Educational opportunity is directly dependent on proximity of facilities, and more students outside Calgary and Edmonton will attend university, if university facilities are decentralized.

(2) All citizens of Alberta contribute to the support of university education within the Province, and while it is impractical to establish a university in every small city, it is feasible to move some university work in Alberta outside the two major cities and to give the people in smaller centres the stimulation, both educational and economic, of university facilities in their area.

(3) There comes a point in size of university where the impersonality of a mammoth organization begins to offset the efficiency of concentrating the students at one or two centres. The high degree of specialization in vocational faculties such as engineering and medicine is justification for centralizing this part of the university's work, but in arts, general science, and for most of teacher education, there is no need and certainly there is no desirable educational result in developing enrolments in the thousands. The American experience indicates that the faculties of behavioural sciences and of general arts and science, are the trouble spots in large institutions, because of the impersonality developing out of large enrolments and because of students' feeling that the university program is irrelevant to their objectives in life.

The committee feels strongly that the time has come to work towards universal education by establishing an unique post-secondary institution that would be "open" in two ways: it would have no admission requirements for adults and it would offer its programs both to those in attendance and those not on campus. The nucleus would be a campus with some 2,000 to 3,000 full-time day students enrolled in three-year or four-year university programs of general education and in programs of non-transfer or non-university standing. Most of these programs would be extended beyond the campus by correspondence, television, radio and visits of members of the faculty to smaller communities, where the "open university" would conduct classes in the evening and during vacation periods when schools would not be in regular session.

Of course, at this time an "open university" for Alberta may be considered as idealistic and speculative, but the committee wishes to provide some details and some justification for such an institution. Hopefully, the Worth Commission will see in the future post-secondary education as the right, as well as the privilege, of all Albertans. If individuals desire university and other post-secondary education without migrating to Edmonton and Calgary, they can have an alternative, if all the resources of present and future media are pressed into service to bring such education to them. Obviously some trades and professional training will continue to require high concentration of population and special facilities that can be found only in big cities. It must be remembered that the "open university" would not use the media to the exclusion of all contact with staff. Study centres would be established outside Red Deer at which students would gather in the evenings, on week-ends, and in the Easter and summer vacations for both instruction and interchange of ideas among students and staff. Such centres would depend on the co-operation of local school authorities in providing school facilities when these were not in use by pupils. The model would be the open university of Walton, Bletchley, Bucks, Great Britain, modified to meet the differences to be found between population distribution in Central Alberta compared with that of Great Britain. It should be noted that the committee presenting this brief would see the Alberta "open university" as offering technical and vocational programs to the extent that facilities could be provided. In this way the "open university" would be comprehensive of the usual courses at university level in arts, science, and education, some of the technologies of the Southern Alberta Institute of Technology and the Northern Alberta Institute of Technology, and an extensive program of continuing and upgrading education.

The committee recognizes that, if the principle of the "open university" at Red Deer is accepted, feasibility studies will have to follow to determine whether or not the accomplishment of the objectives of the university can be met by an upward and a horizontal expansion of the programs of the Red

Deer College or by the establishment of a second institution. If the ideas of decentralization of higher education and the "openness" of the university and other programs are acceptable, then the most practical form of organization can be determined in light of the facilities already established in Red Deer, the financial resources to expand these, and the need to extend educational services, not only to persons in the group 17 to 23 years of age, but to those who have passed beyond the student years.

In summary, the committee urges most strongly that the Worth Commission recognize the need to decentralize post-secondary education and to set up an "open" institution to bring such education to all who would take advantage of it. The committee feels that it can pledge the co-operation of educational and municipal bodies in Central Alberta to achieve a new educational institution in the Province and the committee can guarantee the time and effort of many individuals to establish an educational centre at Red Deer to serve all Central Alberta.

D E C E N T R A L I Z A T I O N

O F

P O S T - S E C O N D A R Y E D U C A T I O N

DECENTRALIZATION OF POST-SECONDARY EDUCATION

BRIEF TO BE SUBMITTED TO WORTH COMMISSION

In the publication "Post Secondary Education Until 1972 - An Alberta Policy Statement" the tenth guideline is "Decentralization of Post-Secondary educational opportunity, wherever economically feasible, will continue to be supported." It would appear that the Provincial Government had been satisfied that it was economically feasible to establish the third university in Lethbridge, a city with a few thousand more people than in Red Deer, but a centre located in an area that is much less densely populated than is the area of Central Alberta. The growth of the Lethbridge University and the City of Lethbridge indicates that, once established, the university attracts both the students and a general population. The Policy Statement of 1970 on page 8 admits that there are strong supporting arguments for locating a university outside an area of rapidly expanding population so that the area of less dense population might be stimulated in overall economic development and so that additional university enrolments might be created. The Government has chosen to locate the fourth university in the Edmonton area. Without questioning the wisdom of this decision, now that it has been made, the Red Deer Public School Board most earnestly advocates that the guideline mentioned at the beginning of this paragraph be followed and that the next university be established in the City of Red Deer. In urging this decentralization of university education, the School Board also upholds the position that technical education, also, should not be centralized completely in Calgary and Edmonton.

At least two basic democratic rights can be upheld only by decentralization of <u>all</u> institutions of higher training. One of these rights is equality of educational opportunity and the other is the reasonable sharing of benefits provided by tax revenue.

Equality of educational opportunity at the post-secondary level cannot be achieved through provision of community colleges alone. "Local or regional needs," to quote from the policy statement, may be met in such institutions to some extent, but it is university and technological education that produces the professionals of all kinds who form the mainstay of our society. If the present trend continues, opportunity at the professional and technological level, by 1972-73, will be so centralized that 75% of university and at least 50% of technical accommodation will be in one city. Despite the government's contention that most of the great universities of the continent exceed 20,000 in enrolment, it can be argued that the majority of such universities serve much more densely-populated areas than Alberta in general, or Edmonton in particular. Certainly, dependency for "greatness" on heavy enrolments has not deterred Ontario, for example, from building and supporting a dozen universities throughout that province outside the city of Toronto.[2]

As a matter of statistics, there are only three universities in all of Canada at present with enrolments exceeding 20,000, viz., the Universities of Montreal, Toronto, and British Columbia. U.B.C. attained this enrolment only in the current year. Furthermore, of 1400 United States universities and senior colleges listed in the World Almanac (1970 edition), only 42 exceed 20,000 in enrolment. A total of 45 out of nearly 1500 can scarcely be considered "typical of this continent," as the policy statement contends.

It may be interesting to note here that, of 64 recognized Canadian institutions of higher learning (a few of which were junior colleges) providing 1968-69 information to the Dominion Bureau of Statistics, full-time enrolments were listed as follows:[3]

Less than 500	11
500 - 999	9
1000 - 1999	13
2000 - 4999	13
5000 - 9999	9

10,000 - 19,999	7
20,000 or more	2
	64

It is an indisputable fact that educational opportunity is directly dependent upon proximity of facilities. Fair's study of 1964-65[4] revealed that 25% more males and 27% more females in Edmonton and Calgary high schools planned university programs than did students in smaller Alberta cities, and that 70% more students in the two major centres (those two being the only two university cities at that time) had such plans in comparison with rural students. These figures did not reflect the comparative capabilities of the students but rather the distinct advantage, in terms of opportunity, of students who happen to live in university cities.

Dr. Fair's more recently-published study into student assistance programs[5] shows that finances "determine access to education." Students from higher-income families are more likely to go on to university but, as living costs comprise the greatest single expense for university students the financial advantage of being able to continue to live at home is obvious.

Some major conclusions of the recent Fair study are:

a) Twenty-five per cent of the total increase in workers' productivity between 1911 and 1961 is directly the result of the improved general level of education.

b) A better-educated population is more productive, hence of general benefit to society.

c) The higher the level of education, the lower the level of unemployment and the lower the cost to society for support of the unemployed.

d) The higher the level of an individual's education, the higher the level of his children's education is likely to be.

e) One of the major reasons for students withdrawing from post-secondary education is lack of money to continue.

The economic and social benefits of higher education, both to the individual and to society, really cannot be disputed. Unless university and technological education in Alberta is decentralized, one-third of the population of the Province may never have the opportunity to achieve a professional level of education.

The second major democratic principle favoring decentralization of post-secondary education is the right of each and every citizen to share in the benefits provided by public funds to which he contributes. Naturally, each citizen's "share" cannot be identical, but there must be some sort of reasonable distribution.

Post-secondary education in Alberta is big business and, according to the Government's policy statement, 85% of its cost is met by provincial and federal taxation. These funds are provided, therefore, by the total population, yet very few communities receive direct benefit. The concentration of institutions of higher learning in Edmonton and Calgary cannot but demand the lion's share of public funds. And this raises the issue of government responsibility in continuing to pour money into what are already the two Alberta giants of population and economy while ignoring smaller centres which could benefit noticeably from considerably less priming of the economic pump. In this age of spiralling urban problems such as pollution, traffic control, lack of housing, and urban renewal, it seems reasonable to assume that governments should be doing everything possible to alleviate such problems rather than to increase them. Is it unreasonable to assume further that one means of so doing would be by dispersing funds to smaller educational centres, not only to serve the purpose of decentralization of education but also of economic and population growth?

Quite apart from the financial advantages already mentioned, there are other reasons why students may prefer to attend smaller institutions of higher learning. Smaller class sizes permit greater understanding and rapport between professors and students as well as a higher degree of individualization of

instruction. Students have a better opportunity to participate in all of the activities of such institutions and to develop a much more intimate feeling of "belonging." These points could well attract students even from the larger centres.

As H.S. Commager says, in making a case for small American colleges in the future, "At a time when almost everything, including man, is organized and mechanized and computerized and dehumanized, there is a great deal to be said for colleges that allow room at the joints." This statement could be applied with equal force in the case of most post-secondary institutions.

The number of students from the Red Deer Public high schools who enter S.A.I.T. and N.A.I.T. is only about 50 a year. From a total graduating class of over 500, this number is pitifully small. Obviously the cities of Calgary and Edmonton do much better. This points up the argument that in all post-secondary education, the proximity of the post-secondary institution profoundly influences attendance.

About one-half the population of the Province remains outside the cities of Calgary and Edmonton. The young people of this half of the population should have the educational advantages that proximity of post-secondary institutions, both university and technical institutes, could bring to them. The Board of the Red Deer Public School District hopes that the Worth Commission will see in Alberta's future a system of decentralized post-secondary education, more extensive than the college system, by which the youth of the Province can find a future without migrating to the two major cities.

Respectfully submitted,

RED DEER PUBLIC SHHOOL DISTRICT NO. 104

R.B. Lawson, Chairman

THE NEED FOR

A UNIVERSITY

AT

RED DEER

LETTER OF TRANSMITTAL

December 11th, 1969

The Hon. R. C. Clark
Minister of Education
Room 227, Legislative Buildings
EDMONTON, Alberta

Dear Mr. Clark:

RE: A University for Red Deer

The City of Red Deer, the Red Deer College, the Public School Board of Red Deer and the Red Deer Chamber of Commerce are unanimous in their support of the establishment of a University in Red Deer.

You have suggested that we would be unwise at this time to become involved in major expenditures with a view to supporting our arguments that the fourth University should be established here.

Nevertheless we do feel that we must present, in tangible form, some of the points which we consider favour our case, and with this object in view we attach a preliminary report outlining the need, desirability and feasibility of locating a University in Red Deer without delay.

The points we would particularly emphasize are these:

1. There are about 200,000 persons living in the area between Edmonton and Calgary. We believe that most of the potential students of this area would be better served by a smaller University in Red Deer than by ever larger facilities in Edmonton and Calgary.

2. There is ample evidence to show that smaller Universities concentrating on a limited number of faculties are a vital element in post secondary education systems, and that the population of Central Alberta is adequate to support such a University.

..... 2

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..... 2

3. It is probable that the number of students in Edmonton and Calgary who would elect to register in a smaller Red Deer University would outweigh the number of students from Central Alberta who would register in Edmonton or Calgary. The environment for learning in a 3,000 - 5,000 student University has considerable advantage over that in a 20,000 - 30,000 student campus.

4. A University is a great generator of both economic and cultural growth. The establishment of a University in Red Deer would be a major tool for stimulating the economy and cultural development of Central Alberta and Red Deer in particular. It would also serve the purpose of decentralization.

5. Serviceable land in suitable locations is available in the City.

This preliminary report is submitted for your consideration and with your permission, we propose to submit copies to the Committee studying the matter of the fourth University and to the Members of the Cabinet.

Yours sincerely,

R. E. BARRETT,
Mayor,
City of Red Deer

P Hanson

P. HANSON,
President,
Red Deer Chamber of Commerce

DC/pl

Att.

REPORT ON THE NEED

FOR A

UNIVERSITY AT RED DEER

November 24th, 1969

I N D E X

APPENDICES

A. Map of the Red Deer Enrollment District

B. Population Growth in the Projected Red Deer Enrollment District, 1956 to 1966

C. Population, by Census Division - Alberta, 1956-1961-1966.

D. Alberta Population Density.

E. Enrollment Rates for the Alberta Census Divisions, 1966-67 and 1967-68

F. Map of Population Zones around Red Deer.

Table (i) Enrollment Projection at a University in Red Deer 1972-73

Table (ii) Full-Time Enrollment Forecast for the Alberta Universities 1970-71 to 1974-75

G. Red Deer College, Enrollment Projections to 1974-75.

REPORT ON THE NEED FOR A UNIVERSITY AT RED DEER

INTRODUCTION

The Red Deer Chamber of Commerce and the City of Red Deer have for some time been interested to discover and outline the feasibility of establishing a university at Red Deer to meet the needs of its citizens. The Red Deer Junior College now offers a first-year university program, with the prospect that a second year will be added in the near future. At the same time, the further development of post-secondary education in the Province of Alberta as a whole is under consideration by several agencies, boards and commissions with considerable discussion in public bodies and in the press on the need for the establishment of an additional university in the Province of Alberta in the near future. This report presents some comments and statistics about the need for a university and the advantages that might result if it were established at Red Deer.

SUMMARY

Urban and Rural Alberta

To guide the thinking of communities and government in the further development of the university system it is necessary to consider the growth patterns of population and of industry, the educational needs of the young people in that population, the advantages that might accrue to the province and in this case to the City of Red Deer, if certain developments in post-secondary education are completed.

The Pattern of Growth

The trends in population growth are straight forward and are well documented in the statistical analysis to follow. However, it is important to note that there has been a redistribution of population with people moving from the rural into the urban areas. The net result has been that the population in rural constituencies and in towns with less than 500 people is uniformly decreasing, whereas the population of towns with more than 1,000 people is uniformly increasing, but at quite different rates depending upon the circumstance of the town or city. The City of Red Deer and the towns neighbouring to it are important growth centres in the province, so much so that Red Deer, now the fourth largest city in the province, would by its trend lines threaten to become the third largest city in the province in a relatively short period of time.

Red Deer has proven itself to be a natural growth centre through the advantages it is able to offer as a regional centre in a dynamic agricultural and industrial area. It is reasonable to assume that the trends of the past will be confirmed by the future, and that Red Deer is assured of its position as the single most important centre for commerce, education, trade, and secondary industry in that area of central Alberta extending from the mountains to the Saskatchewan plain.

This position of strength in growth seems altogether supported by Red Deer's central position relative to major metropolitan areas in

the province at Edmonton and at Calgary. Circumstance has now given strength to the thought that a major Canadian commercial, industrial, cultural and high density population area is developing in the general region marked out by the Calgary/Edmonton axis. It is clear that Red Deer is sharing in this growth in an important way, and acts centrally to it by serving not only the population in its own immediate regions and zones, but having sufficient proximity to the two major cities to enable it to support activities in all three centres.

The Needs of the Population

There are two points to stress. A university opens up certain opportunities to young people that they cannot get in other ways, but the introduction of a university into a community also has a considerable effect on the population as a whole, and on the growth and the character of that community.

In respect of the needs of the college age group now and in the future, the student enrollment statistics are clear on two points. First of all a sufficient body of potential students exists in Red Deer and its environs to justify the establishment of a university in the city. The probable size of the university depends upon what functions might be assigned to it and on how large the area might be from which students would be drawn. Past experience has shown that in some circumstances smaller universities are preferred to larger and if this were to result in a movement of students from Calgary and Edmonton to Red Deer somewhat higher enrollments might have to be projected.

In the absence of a university at Red Deer the most revealing statistic is that which shows how this has disadvantaged the young people in the district. In the present circumstances the proportion of the college age group in Red Deer able to go to university was, in 1967-68 considerably less than half the proportion in Edmonton and about half of that in Calgary able to gain this indisputable benefit. Put in its simplest terms, a young person in Red Deer has only about half the chance that a young person in Edmonton or Calgary has to obtain the advantages of a university education. This is, of course, a very serious disadvantage to their future.

The need for a university program is also shown in the rapid increase in enrollment in the first-year university programme at the Junior College. The projections now available indicate that 915 students might be enrolled in a two-year university programme by 1974-75 at the college.

Apart from the educational and professional training that universities provide to the young, more than ever universities also bring with them general benefits to the community of a commercial, industrial, and cultural sort. Consequently the establishment of universities become important tools in the hands of urban planners, and are of considerable importance in confirming old or creating new centres for urban growth. In this context, decisions as to the location of new universities become important to the province as a whole as well as to the city itself.

The Advantages to the Province

The implication of the university enrollment projections for Alberta indicate that an additional university or universities will be needed in the province in the future. A factor about which the statistics are silent is what the sizes of the universities should be, though of course this is important to the decision as to how many and when new universities need to be established. There seems to be gathering evidence that students themselves resist the impersonality and coldness of huge universities, and if this is so, a greater emphasis is placed on the need for some smaller institutions in the province to better suit the needs of the students. It may be for these and other reasons that a new university should be begun shortly in the province. The advantages that might accrue to the province in locating a university in Red Deer relate both to education itself and to the urban development of the province.

Because of its central location, because of the unsatisfied but real educational needs of its population, because of its strong growth, because of the social and urban resources that it provides as a back-up to a university, it would appear that the location of a university at Red Deer would be highly recommended and provide a needed service to young people. It might also perhaps enable the universities'

system to be improved in a general way by a suitable admixture of institutions of varying sizes and complexities.

The Advantages to Red Deer and to Central Alberta

Red Deer has quite clearly become the focal point for the further development of central Alberta. The City of Red Deer is in its own right not only one of the most rapidly growing urban centres in Alberta, but is by far the largest city in the province that lacks a university to serve its needs. Red Deer possesses in great abundance the natural, scenic, regional, and urban attributes that a university makes good advantage of. At the same time the further development of this important city and this important major section of Alberta will clearly need the backup and resource that a university provides in contemporary society.

Though it may well be the path of wisdom to create an additional vital centre for urban growth between Edmonton and Calgary from the points of view of the residents of those two cities and the overall needs of urban planning, the location of a university in Red Deer is of separate and independent concern and interest to its own citizens. It is to the interests of the citizens that their community

remain integral and whole, able in the future to continue to provide the residents with all of the amenities of life. With the direction and emphasis that science and technology have given to the contemporary age, what are often called the knowledge industries centring around post-secondary institutions of modest as well as of major size become central and important parts of a community's development. In brief, what becomes from an overall point of view a desirable decentralization of urban growth becomes from the point of view of the City of Red Deer the requirement that it maintain and improve its growth and retain a balance of contemporary services within its urban environment.

There seems little doubt that a university suited to the regional and excess provincial needs is an important requirement if the continued growth and development of the City of Red Deer and of central Alberta is to be maintained into the future. It is required not only to provide its young people with a reasonable access to a university education. It is also required to provide the city and the region with a base that is needed for the further development and diversification of industry, of commerce, and of community living in the region.

STATISTICAL ANALYSIS

This section of the study is a statistical inquiry into those factors relating to the establishment of a university in Red Deer. Most important it details the need for such a university by analyzing the population base and participation rates as well as providing enrollment projections. In addition, it discusses the indirect benefits which will result from a Red Deer campus and considers the Penhold air base as a possible site for the University.

Population Growth in Red Deer and Area

Over the past several years Red Deer has been subjected to a tremendous rate of growth, unparalleled by either Calgary or Edmonton. Between 1951 and 1961 the City's population grew from 7,575 to 19,612 reflecting an average annual growth rate of 10.0 percent. From 1961 to 1966, the City grew by an additional 6,559 people to account for a five-year growth rate of 33 percent. The 1961-66 growth rate figure compares with 18.5 and 18.9 percent for Calgary and Edmonton respectively over the same period. Table I illustrates Red Deer's growth compared with other Alberta cities.

Table I

Population Growth, 1961-66

Ten Alberta Cities

	1961	1966	Absolute Growth	Percent Growth
Red Deer	19,612	26,171	6,559	33.4
Camrose R.D. E.D.*	6,939	8,362	1,423	20.5
Wetaskiwin	5,300	6,008	708	13.4
Calgary (M.A.)	279,062	330,575	51,513	18.5
Edmonton (M.A.)	337,568	401,299	63,731	18.9
Lethbridge	35,454	37,186	1,732	4.9
Medicine Hat	24,484	25,574	1,090	4.5
Grande Prairie	8,352	11,417	3,065	36.7
Lloydminster	2,944	3,767	823	28.0
Drumheller	2,931	3,574	643	21.9

* Within the projected Red Deer Enrollment District

Source: Alberta Bureau of Statistics

According to projections prepared by the Red Deer Regional Planning Commission the City of Red Deer will grow to an estimated population of 46,000 by the year 1986. This means that in the 1966 to 1986 period it is expected that the city will grow by over 75 percent. Table II illustrates the projected growth that will occur in Red Deer over the next seventeen years.

Table II

Population Projections

Red Deer, 1961-86

	Population	Percent Growth
1961	19,612 (Actual)	
1966	26,171 (Actual)	34
1971	31,000	18
1976	36,000	16
1981	41,000	14
1986	46,000	12

Source: Red Deer Regional Planning Commission

In addition to furnishing data on the city itself the Red Deer Regional Planning Commission also prepares population estimates for what may be termed the general Red Deer region. According to these projections it is expected that between 1966 and 1986 the population of the region under concern will grow from 98,600 to 110,000 reflecting a 20-year growth rate of 11.6 percent. The information in Table III indicates that in the 1966-86 period this growth will occur at a constant 3 percent rate every 5 years.

Table III
Population Projections
Red Deer Regional Planning Commission Area
1961 - 86

	Population	Percent Growth
1961	92,000 (Actual)	
1966	98,600 (Actual)	7
1971	101,000	3
1976	104,000	3
1981	107,000	3
1986	110,000	3

Source: Red Deer Regional Planning Commission

The Red Deer Enrollment District

The City of Red Deer is located approximately midway between Calgary and Edmonton and is situated in a region of relatively high population density. What might be considered the Red Deer Enrollment District is illustrated on the map in Appendix A and may be described as a belt stretching almost the entire width of Alberta and bounded on the north by the cities of Camrose and Wetaskiwin and on the south by the county of Mountainview.

In terms of population growth and size the projected enrollment district must rate as one of the most progressive and important regions within the province. The district itself contains a population in excess of 173,000 people and accounts for approximately 12 percent of the provincial population. The table in Appendix B indicates that in the period 1956 to 1966, this region underwent a 15.6 percent growth rate which is significant if we consider the growth that occurred in other regions of the province. As an example, among the census divisions that occupy the southernmost part of the province and which border on the United States, there was not one that did not see a decline in population between 1961 and 1966 (see table in Appendix C). Of course a major cause of population decreases in Alberta has been the gradual movement of people from rural areas to large urban centres. However, it is interesting to note that in the 1961 to 1966 period, the cities of Lethbridge and Medicine Hat were subject to growth rates of less than 5 percent which was not sufficient to offset the rural decline in the region as a whole.

In comparison to other areas within the province the projected Red Deer enrollment district has seen a very substantial rate of growth. Apart from the rather sparsely populated area immediately adjacent to the mountains the population within the district has managed to stabilize around 1961 levels, a phenomenon contrary to current rural-urban shifting trends. Of course, a major part of the growth in the enrollment

district has been accounted for by the City of Red Deer itself and to a lesser extent the two cities of Camrose and Wetaskiwin. The table in Appendix C illustrates the importance of the various regions within the province in terms of population size and growth.

In terms of a population base, the Red Deer area appears to offer all the necessary prerequisites for a fourth provincial university. As Table I shows, the only other Alberta city to surpass Red Deer's 1961-66 growth rate has been Grande Prairie. However, it must be recognized that not only the centre itself but also the region surrounding it will be of fundamental importance to the university's ultimate subscription rate. In this regard, the Red Deer enrollment district contains the three cities of Red Deer, Camrose and Wetaskiwin and each of these centres is growing at a significant rate. Compared to this, Grande Prairie is the only city that is situated in the broad region of Alberta north of Edmonton and the remainder of this area is populated much less densely than the rural Red Deer district.

Due to its location midway between Edmonton and Calgary the City of Red Deer stands to share in the growth of these other two cities. As the map in Appendix D illustrates, Red Deer is the central point in a region of 100 miles radius containing approximately one million people or 68 percent of the provincial population. The map provides dramatic illustration of how such a large proportion of the total population

resides in this relatively small sector of the province surrounding Red Deer. It would not seem unrealistic to also assume that this same region accounts for approximately two-thirds of the province's university age population.

Participation Rates

While Red Deer is situated between two major university cities it remains a fact that the rate of enrollment from the Red Deer region is particularly low. It is possible to compare enrollment rates in different sectors of the province by calculating a set of participation coefficients for each census division. The participation coefficient is calculated by taking the percentage of the total provincial enrollment contained within a particular census division and dividing it by the percentage of the 1966 provincial population residing in the same region. The resulting figure serves to show the university enrollment strength in the area. A participation coefficient of less than one indicates that the area has less than its reasonable share of university enrollments. If it is greater than one then it has more than its average share.

Assuming that 1.00 is the average participation coefficient, the table in Appendix E reveals that the Red Deer census division accounted for a coefficient of .56 in the 1966-67 academic year which subsequently declined to .49 in 1967-68. In comparison, the Edmonton

and Calgary census division in which the two major universities are situated had participation coefficients in the 1966-67 period of 1.26 and .98 respectively and these remained almost unchanged in the 1967-68 period. It is interesting to note that between the 1966-67 and 1967-68 periods, the Lethbridge coefficient leaped from .59 to .93. This would seem to at least partially reflect the stimulus to enrollments created by the establishment of a university at Lethbridge in 1967.

The above analysis would appear to illustrate how a university situated in Red Deer might tend to stimulate enrollments in the region. If a university was established in Red Deer, then the enrollments in that region could be expected to improve by a considerable extent. In fact, it would not be unrealistic to envision an eventual participation rate in the Red Deer region in excess of .90.

The fact that Red Deer is situated midway between Edmonton and Calgary suggests how a university in Red Deer might relieve some of the enrollment burden pressing on the two major universities. While the University of Lethbridge is located in such a manner that it must depend on the southern extremes of the province for a major part of its student enrollment, a university in Red Deer would serve an auxiliary function to the two major universities as well as serving Red Deer's regional demands.

Projected Enrollment

The map in Appendix F illustrates how the population is concentrated in zones at varying distances from the City of Red Deer. It is not unreasonable to assume that the enrollments in these circular zones are concentrated in like proportions. By applying enrollment participation factors for the proposed university that decrease as the distance away from Red Deer increases, it is possible to estimate the 1972-73 enrollment at a Red Deer University.

As Table I in Appendix F illustrates, by assuming a total Alberta enrollment of 40,060 in the 1972-73 period, a university at Red Deer could be expected to absorb 2,400 full-time students which would be about 6 percent of the provincial enrollment and is over three times the university enrollment projected for the Red Deer College for the same period (see Table in Appendix G). This enrollment figure is arrived at without having granted any consideration to an anticipated influx of students from outside the projected enrollment district or to the stimulation effect on enrollments created by the establishment of a new university.

If these added factors are considered, then it is not unrealistic to predict an eventual Red Deer enrollment of between 13 and 17 percent of the province's total enrollment. It is here assumed that since the Red Deer enrollment district accounts for 12 percent of the

provincial population then it is possible to assign at least 11 percent* of the province's student enrollment to the Red Deer campus after having accounted for the stimulation effect of a new university. It is estimated that added to this will be 2 to 6 percent of the provincial enrollment accounted for by the influx of students from outside the Red Deer enrollment district. If this is added to the previous 11 percent, then the 13 to 17 percent enrollment estimate appears.

The Indirect Benefits

The analysis has so far overlooked the indirect benefits that would result from a university located in Red Deer. Past Alberta experience indicates that the addition of a university to a locality provides a stimulus to local spending and employment as well as to the cultural and academic environment. Red Deer performs a major wholesale function for a relatively large population spread over a wide area of the province. In fact the city accounted for a wholesale trade volume in 1968 of $17.6 million which was exceeded only by the three university cities of Edmonton, Calgary, and Lethbridge. A new university would tend to introduce greater spending into the region and create additional demand for the goods and services marketed within the region. In other words, a new university would broaden and stabilize Red Deer's economic base.

* 11 percent is used here because this allows a participation coefficient of .92 which approximates the eventual anticipated enrollment rate in the Red Deer district.

The Penhold Air Base

The air base at Penhold could act as at least a temporary site for the projected Red Deer campus. Present operations at the base are being gradually phased out and with certain modifications the site appears to offer the basic structural facilities necessary for a university on a temporary basis.

The Penhold air base is located eight miles from the Red Deer city limits which is not an unreasonable distance when it is considered how far some students must travel to university within the cities of Calgary and Edmonton. In addition, the site is served by an excellent highway system unhindered by the problems of traffic congestion which exist in the cities. So in terms of location and connecting arteries, the Penhold site seems well suited to the needs of the proposed university.

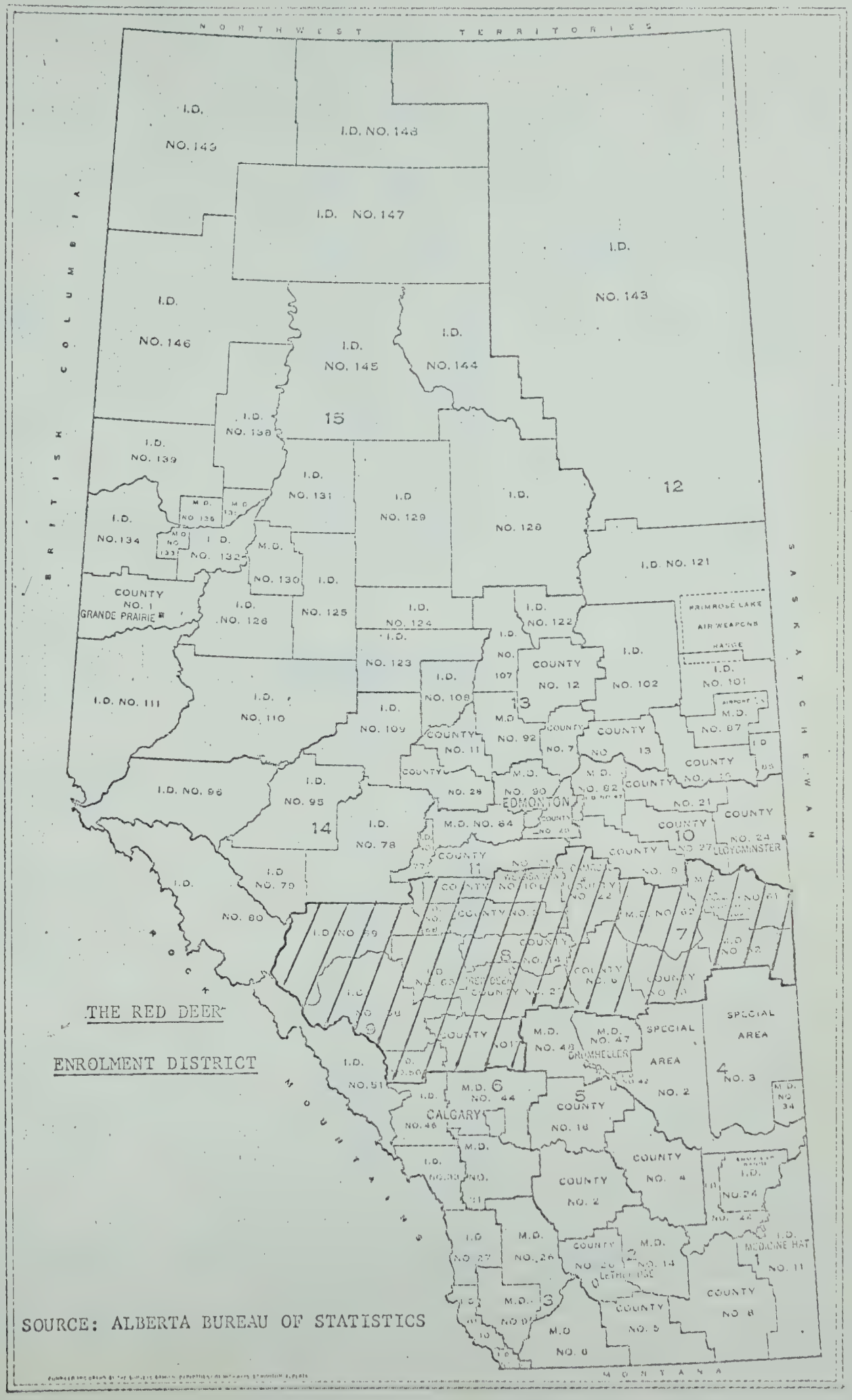
The present structures on the Penhold site could be modified for the instructional, administrative and recreational needs of the university. There are presently six hangars at the base which could adequately serve as lecture theatres and classrooms as well as gymnasiums. The three barrack buildings on the site could be converted to house administrative staff and might also act as dormitory facilities. The main mess building could continue in its role and serve as a central food centre for the proposed campus. In addition, there are numerous other

buildings on the site such as Officers' quarters and Officers' mess facilities which could fill in to meet any of these requirements as the need arose.

In the event that the crisis of enrollment became too great within the province the Penhold Air Base could act as a temporary campus for the university at Red Deer.

In this as well as in all other respects the Red Deer area appears to offer the needed potential for a new university. However the future development of a university at Red Deer is to be considered along with further development of the Red Deer College.

APPENDIX A



SOURCE: ALBERTA BUREAU OF STATISTICS

A P P E N D I X B

POPULATION GROWTH

PROJECTED RED DEER ENROLLMENT DISTRICT

1956 to 1966

	1956	1966	Absolute Growth	Percent Growth
Division 6				
Mountainview, County No. 17	9,273	8,656		
Didsbury	1,227	1,586		
Olds	1,980	2,999		
Sundre	923	831		
Carstairs	449	761		
Cremona	192	191		
	14,044	15,024	980	6.9
Division 8 (Red Deer)	64,168	83,912	19,744	30.8
Division 7 (Stettler)	40,214	40,833	619	1.5
Division 9				
I.D. No. 50	75	45		
I.D. No. 58	429	522		
I.D. No. 69	152	179		
	656	746	90	13.7
Division 10				
Camrose, County No. 22	9,626	8,285		
Camrose	5,817	8,362		
Bashaw	597	697		
Bittern Lake	45	80		
Rosalind	--	222		
Edberg	167	167		
Bawlf	287	220		
Hay Lakes	193	196		
	16,732	18,229	1,497	8.9
Division 11				
Wetaskiwin, County No. 10	9,466	8,435		
Wetaskiwin	4,476	6,008		
Crystal Springs	---	13		
Ma-Me-O Beach	137	103		
Millet	427	418		
	14,506	14,977	471	3.2
GRAND TOTAL	150,320	173,721	23,401	15.6

Source: Dominion Bureau of Statistics

APPENDIX C

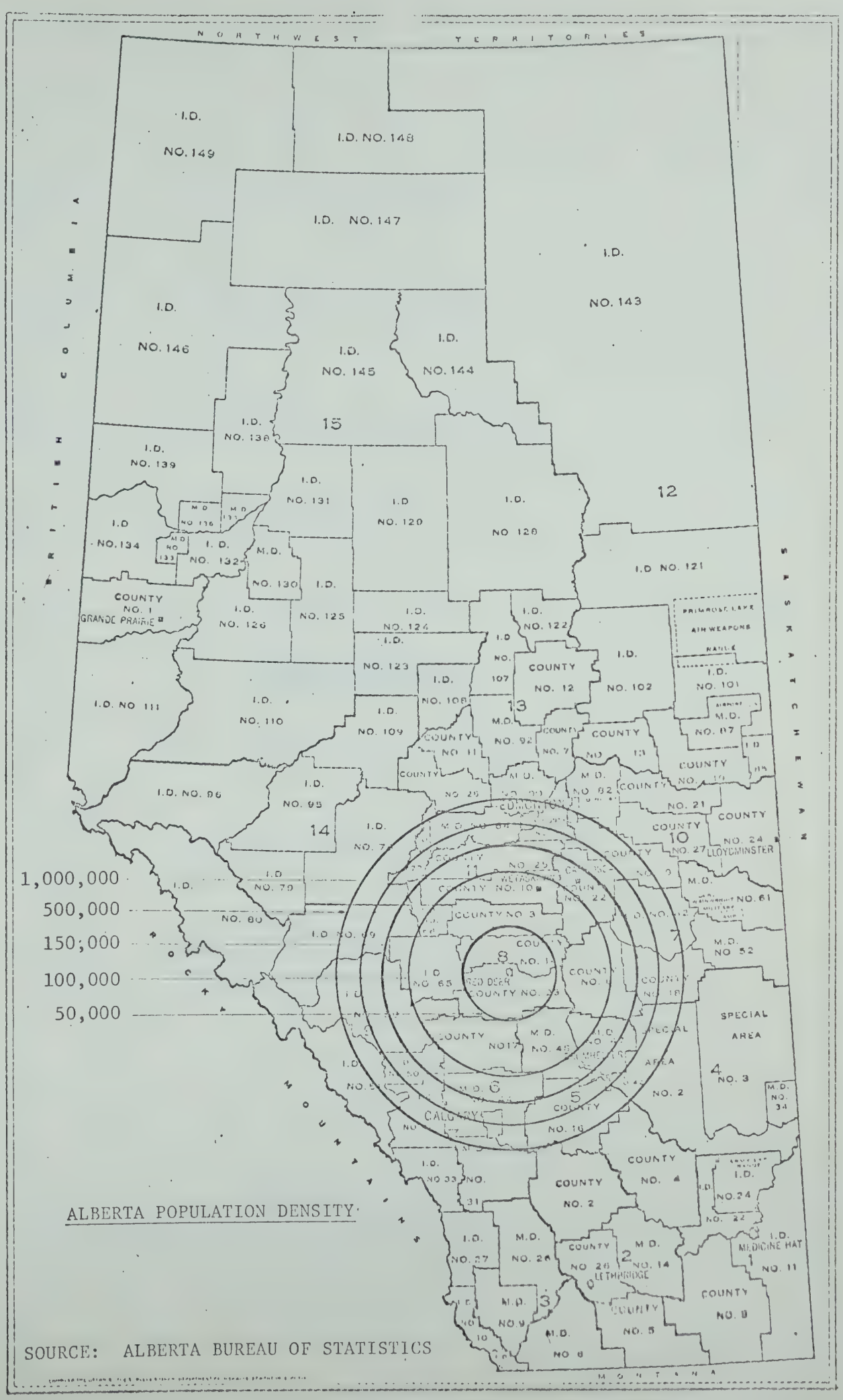
POPULATION, BY CENSUS DIVISION - ALBERTA

1956 - 1961 - 1966

Census Division	1956 No.	1956 Percent of Total	1961 No.	1961 Percent of Total	1966 No.	1966 Percent of Total
1 Medicine Hat	34,496	3.1	39,140	2.9	38,858	2.7
2 Lethbridge	74,991	6.7	83,306	6.3	82,719	5.7
3 Cardston	30,426	2.7	30,967	2.3	29,592	2.0
4 Hanna	14,294	1.3	15,020	1.1	14,224	1.0
5 Drumheller	38,120	3.4	38,115	2.9	35,987	2.5
6 Calgary	237,886	21.2	317,989	23.9	369,140	25.2
7 Wainwright	40,214	3.6	40,837	3.1	40,833	2.8
8 Red Deer	64,168	5.7	76,533	5.7	83,912	5.7
9 Mountain	17,239	1.5	20,274	1.5	18,195	1.2
10 Camrose	71,500	6.3	70,177	5.3	70,211	4.8
11 Edmonton	323,539	28.8	410,679	30.8	476,053	32.5
12 Bunnyville	44,947	4.0	47,310	3.6	50,635	3.5
13 Athabasca	45,033	4.0	45,431	3.4	44,142	3.0
14 Edson	15,846	1.4	19,282	1.4	20,358	1.4
15 Peace River	70,417	6.3	76,884	5.8	88,344	6.0
TOTAL	1,123,116	100.0	1,331,944	100.0	1,463,203	100.0

SOURCE: ALBERTA BUREAU OF STATISTICS

APPENDIX D



ALBERTA POPULATION DENSITY

SOURCE: ALBERTA BUREAU OF STATISTICS

A P P E N D I X E

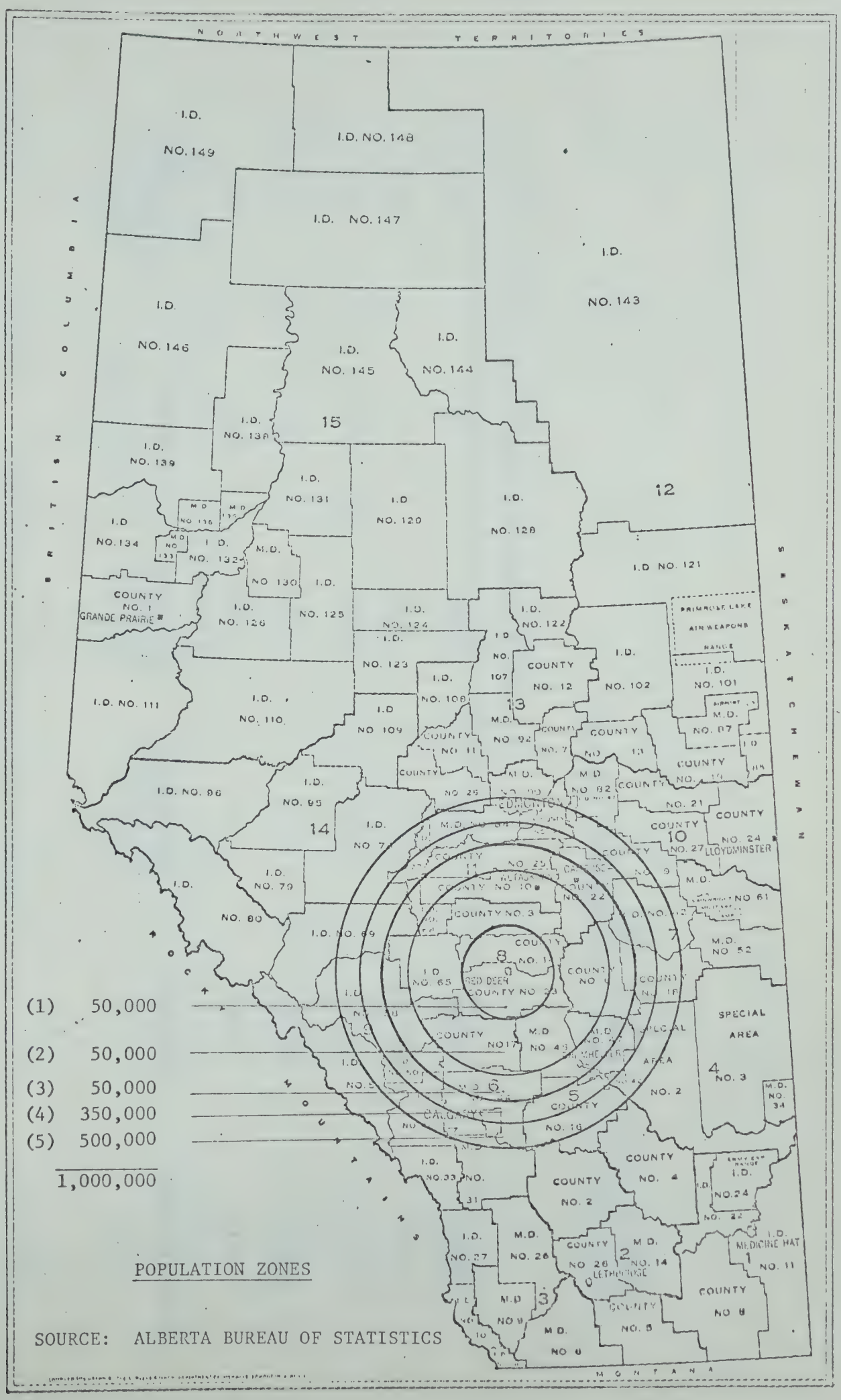
ENROLLMENT RATES
FOR THE ALBERTA CENSUS DIVISIONS
1966-67 AND 1967-68

Home Address of Students	1966 Population	(A) Percent of Total	1966-67 Enrollment	(B) Percent of Total Enroll. 1966-67	1966-67 Participation Coefficient = B/A	1967-68 Enrollment	(C) Percent of Total Enrollment 1967-68	1967-68 Participation Coefficient = C/A
Alberta - By Census Divisions								
1. Medicine Hat	38,858	2.7	252	1.6	.59	270	1.4	.52
2. Lethbridge	82,719	5.7	522	3.4	.60	1,000	5.3	.93
3. Cardston	29,592	2.0	192	1.2	.60	292	1.6	.80
4. Hanna	14,224	1.0	56	0.4	.40	83	0.4	.40
5. Drumheller	35,987	2.5	230	1.5	.60	237	1.3	.52
6. Calgary	369,140	25.2	3,828	24.6	.98	4,566	24.4	.97
7. Wainwright	40,833	2.8	233	1.5	.54	263	1.4	.50
8. Red Deer	83,912	5.7	504	3.2	.56	527	2.8	.49
9. Mountain	18,195	1.2	109	0.7	.58	146	0.8	.67
10. Camrose	70,211	4.8	641	4.1	.85	674	3.6	.75
11. Edmonton	476,053	32.5	6,407	41.1	1.26	7,753	41.5	1.28
12. Bonnyville	50,635	3.5	241	1.5	.43	297	1.6	.46
13. Athabasca	44,142	3.0	232	1.5	.50	258	1.4	.47
14. Edson	20,358	1.4	87	0.6	.43	107	0.6	.43
15. Peace River	88,354	6.0	369	2.4	.40	401	2.1	.35
TOTAL ALBERTA	1,463,203		13,903			16,874		

Source: (I) Alberta Bureau of Statistics

(II) Annual Report of the Universities Commission: 1966-67 and 1967-68

APPENDIX F



POPULATION ZONES

SOURCE: ALBERTA BUREAU OF STATISTICS

TABLE (I)

ENROLLMENT PROJECTION

AT A UNIVERSITY IN RED DEER

1972-73

Population Zones	Population	(A) Percent of 1966 Alberta Population	(B) 1972-73 * University Enrollment (A x 40,060)	(C) Participation at Red Deer	(D) 1972-73 Enrollment At Red Deer (C x B)
Zone (1)	50,000	3.4	1,362	95%	1,294
Zone (2)	50,000	3.4	1,362	50%	681
Zone (3)	50,000	3.4	1,362	10%	136
Zone (4)	350,000	23.9	9,574	2%	191
Zone (5)	500,000	34.2	13,701	1%	137
				Estimated 1972-73 Enrollment at Red Deer	2,439

* Based on the Alberta Universities Commission Projected 1972-73 Provincial Enrollment of 40,060 Students (Refer to Table II of this Appendix)

TABLE (II)

FULL-TIME ENROLLMENT FORECAST FOR THE

ALBERTA UNIVERSITIES

1970-71 to 1974-75

UNIVERSITY	UNDERGRADUATES					PROFESSIONAL	GRADUATES	TOTAL FULL-TIME
YEAR	Year 1	Year 2	Year 3	Year 4	Other*			
ALBERTA								
1970-71	5,550	4,760	3,730	1,820	600	1,180	2,350	19,990
1971-72	6,120	5,490	4,190	2,200	650	1,270	2,680	22,600
1972-73	6,730	6,000	4,830	2,560	700	1,370	3,050	25,240
1973-74	7,080	6,600	5,280	2,990	760	1,480	3,450	27,640
1974-75	7,420	6,870	5,810	3,330	820	1,600	3,900	29,750
CALGARY								
1970-71	2,960	2,460	2,060	750	300	60	950	9,540
1971-72	3,420	2,900	2,240	930	340	110	1,130	11,070
1972-73	3,930	3,320	2,640	1,050	380	160	1,330	12,810
1973-74	4,330	3,810	3,020	2,110	420	220	1,560	15,470
1974-75	4,640	4,160	3,470	2,420	460	280	1,810	17,240
LETHBRIDGE								
1970-71	590	430	340	170	20			1,550
1971-72	660	500	380	200	30			1,770
1972-73	740	560	440	230	40			2,010
1973-74	790	630	495	395	50			2,360
1974-75	840	670	555	445	60			2,570
TOTAL SYSTEM								
1970-71	9,100	7,650	6,130	2,740	920	1,240	3,300	31,080
1971-72	10,200	8,890	6,810	3,330	1,020	1,380	3,810	35,440
1972-73	11,400	9,880	7,910	3,840	1,120	1,530	4,380	40,060
1973-74	12,200	11,040	8,795	5,495	1,230	1,700	5,010	45,470
1974-75	12,900	11,700	9,835	6,195	1,340	1,880	5,710	49,560

* Includes B. Ed. after previous Degree; Diploma in Education, Diploma in Nursing and 5th Year Nursing.

SOURCE: The Alberta Universities Commission
October 20th, 1969

APPENDIX G

RED DEER COLLEGE

ENROLLMENT PROJECTIONS TO 1974-75

YEAR	UNIVERSITY TRANSFER 1st year	UNIVERSITY TRANSFER 2nd year	NON-UNIVERSITY PROGRAM	TOTAL
1968-69	280	-	125	405
1969-70	358	-	222	580
1970-71	410	*150	290	850
1971-72	470	205	425	1,100
1972-73	520	235	465	1,220
1973-74	570	260	520	1,350
1974-75	630	285	585	1,500

* Based on one-half of the students in arts, science and education the previous year.

NEW JERSEY COLLEGES

ENROLLMENT PROJECTIONS TO 1974-75

YEAR	UNIVERSITY TRANSFER Jr.	UNIVERSITY TRANSFER Soph.	NON-UNIVERSITY Soph.	TOTAL
1968-69	240	-	125	405
1969-70	358	-	222	580
1970-71	410	*150	290	850
1971-72	470	205	425	1,100
1972-73	520	235	465	1,220
1973-74	570	260	520	1,350
1974-75	620	285	585	1,490

* Based on conservative student in-area, advance and adequate improvement.

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